

Create a Slogan for Accessible India Campaign

Technical Parameters

- 1) Participants should upload slogan in JPEG/PDF/PNG format only
- 2) A small description (140 characters) should be provided to explain the concept.
- 3) The slogan/tagline should be usable on the website/social media such as Twitter/Facebook/Instagram and on printed material such as b/w press releases, stationery and signage.

Evaluation Criteria

All the entries received by DEPwD would be assessed for award by the Selection Committee. Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity and artistic merit of how well they communicate the theme of the scheme. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any or their decisions.

Terms and Conditions

- The competition is open to all citizens of India only.
- The winning slogan/tagline would be the intellectual property of the Government of India and the winner cannot exercise any right over it, after acceptance of the prize. The prize winning slogan is meant to be used by Government of India for promotional and display purpose, IEC material and also for any other use as may be deemed appropriate for the initiative.
- The slogan must not contain any provocative, objectionable or inappropriate content.
- The decision of DEPwD on selection of winners and prize shall be treated as final.
- The disqualified entries shall not be used by DEPwD for any purpose and DEPwD shall have no intellectual rights over the same.
- Any legal proceedings arising out of the competition/its entries/winners shall be subject to local jurisdiction of Delhi State.
- Please note that the slogan/tagline must be original and should not violate any provision of the India Copyright Act, 1957. No plagiarism will be tolerated. Anyone found infringing on others' copyright would be disqualified from the competition. Government of India does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- The employees of DEPwD as well as their family members are not allowed to take part in this competition.
- Participant is to make sure that his/her MyGov profile is accurate and updated since DEPwD would be using this for further communication. This includes details such as name, photo and phone number. Entries with incomplete profiles would not be considered.



- DEPwD reserves the right to cancel or amend all or any part of the contest and/or the Terms & Conditions/Technical Parameters/Evaluation Criteria. However, any changes to the Terms & Conditions/ Technical Parameters/Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the MyGov platform. It would be the responsibility of the participants to keep themselves informed as to any changes in the Terms & Conditions/Technical Parameters/Evaluation Criteria stated for this contest.